

portfolio

MARIE NILSSON industrial designer





## CONTACT

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# cirriculum vitae MARIE NILSSON

## **Employments**

1996 - present	AB Ph Nederman & Co, Helsingborg, Sweden
2008-	Industrial designer
2003-2008	Concept- and product developer (4 months/year)
1998-2003	Manager, product development
1997-1998	Project manager/design engineer
1996-1997	Design engineer
1988-1996	Mekko Mekaniska Konstruktioner, Helsingborg, Sweden Design engineer
1987-1988	Perstorp AB, division Perstorp Form Design engineer

## **Freelance**

2009	Graphic design, Libello AB, Sweden
2009	Concept for rebuilding old barn, Skåne Sweden
2008 - present	Guest lecturer, Architecture and design, LTH/ Lund University
2008	Graphic design, Artpeak AB, Sweden
2007	Jewellery Design for private person.
2005-2007	Freelance designer IKEA IT, Helsingborg, Sweden Graphic design, interior design, communication

## **Internship**

2007	Vitre Industridesign, Lund, Sweden (16 weeks)
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## **Education**

Industrial Design	2003-2008	Industrial design programme 300 p, LTH/Lund University
Leadership/management	1998-2003 1997-1998 1998	Leadership development (MLR Chefsutveckling) "Bättre chef" (company leadership education) UGL (Development of groups and leaders)
Project management	2000 1997	Teambuilding (TH Grupp och Ledarutveckling) Project management (Wenell)
Basic education	1983-1987	4 year technical programme, mechanical engineering

**Languages**

Swedish Mother tongue  
English Good

**Originator of design rights**

Fan and bracket, Swedish design protection reg.nr 63377.  
Extraction hood, Swedish design protection reg.nr 11328.

**Computer experience**

Good computer experience in both Mac and PC.  
MS Office programs, Illustrator, Photoshop, In Design, Alias Studio Tools, MicroCadam,  
AutoCad, ME 10, Solid Designer, Solid Works, Solid Edge.

**Other**

2008- Commission of trust, trade union Akademikerföreningen at  
AB Ph. Nederman & Co.  
1987-1994 Elite sportsman in orienteering, Swedish national team.

**Exhibitions**

2009 Sculptures, sketches and design, Mörarp  
2008 22 degrees, Master Exhibition, Kakel & Tegel, Malmö  
2007 Stockholm Furniture Fair  
2006 It's all in your head, Designers Block, Milan Furniture Fair  
2005 Designmarknad, Kristianstad  
2005 Inställning, Skissernas Museum, Lund  
2004 Ljuspunkt, Krapperups Konsthall

**References**

Christel Nyqvist, AB Ph. Nederman & Co +46 42 188735  
Lennart Andersson, AB Ph. Nederman & Co +46 42 188724  
Additional references on demand.

## VÅR BERSÅ 2006

Pattern for kitchen ware inspired from **Berså** by Stig Lindberg for Gustavsberg.

**Berså** by Stig Lindberg is characterized by the fifties and is expressing belief in the future and playfulness. Unlike the fifties, we live in a globalized information society with strong commercial forces. The west world has matured and started to stagnate. Natural assets that, from the fifties, has built up our society, is about to run short, and this fact creates war and conflicts. We have started to realize that our lifestyle and exploitation of the assets will have drastic consequences. Many people fear terror, pollutions and climate changes.

**Vår Berså 2006** has a pattern rooted in this society. The leaves and basic geometry from Stig Lindbergs Berså, can be recognized, but the positive, colourful and tidy are replaced by dull colours and the leaves are affected by time, pollutions and bugs. The tidy structure is lost and has ended up a bit leaning.

*Created in 2006.*

*Industrial Design Programme, 4th year.*



## SOLID WOOD CHAIR

A chair inspired from old Swedish wood tradition with visible construction, thick wood and from traditional use of textiles.

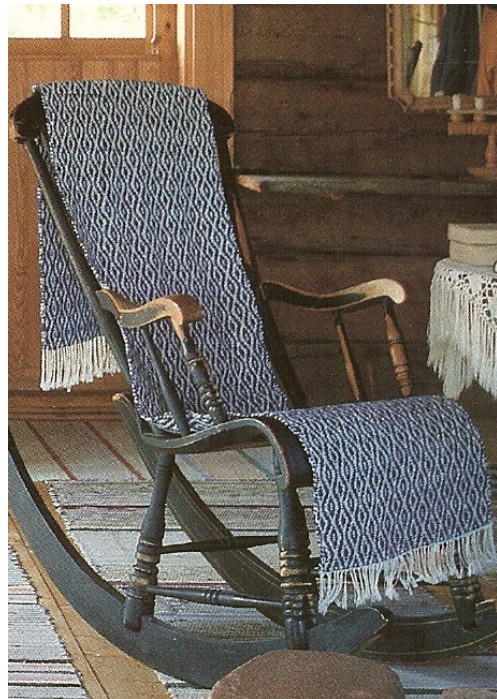
A chair that has a contemporary expression and gives a feeling of novelty, simplicity, warmth, care and continuity. It emphasizes the long term values of a solid wood furniture.

### **Brief**

To use solid wood as the raw material in the creation of products that utilize the unique properties of wood and in this way, render imitation using other materials difficult.

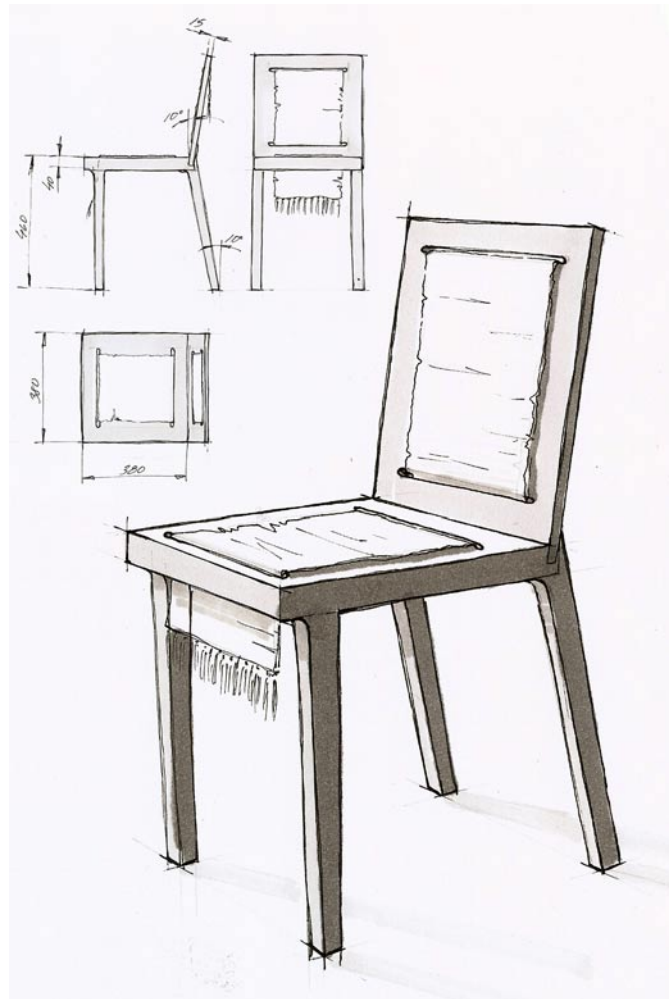
To imbue the products originality and personality inspired by the Scandinavian heritage and communicate this through the products. Each product will have a story to tell.

*Created in 2006 in cooperation with IKEA.  
Industrial Design Programme, additional project 4th year.*









Initial sketches.

I was selected, together with three other design students, to continue developing this concept with supervision from IKEA. Initially, around 40 students were presenting ideas.

The chair could be varied with different types of textiles, from a traditional rag carpet, to a more modern one, or an embroidered textile inspired from old tradition, or just a simple wool fabric.



Caring and playful with a colourful rag carpet.



Blond and Scandinavian with a white cotton textile.



Genuine and traditional with a textile inspired from old Swedish embroidery tradition.



Discrete and elegant with a textile of graphite coloured wool.

The traditional rag carpet was a way to re-use fabric that otherwise would be thrown away.

The “rag carpet” of 2006, can be made of what we nowadays have a lot of, but just throw away...



...like torn nylon stockings...



...or electrical cables.



# LOVE, PEACE & SHARING

Industrial Design and Sustainable Consumption

## LOVE, PEACE & SHARING

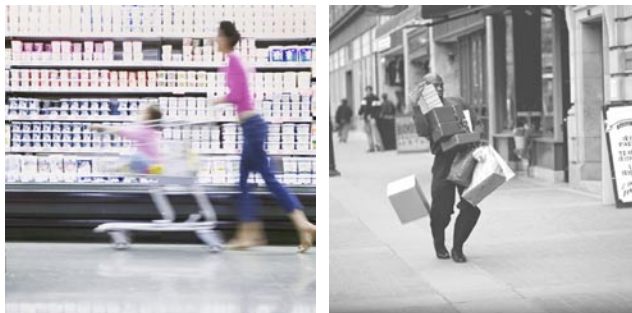
### Industrial Design and Sustainable Consumption

**Master Project** created in 2008. Industrial Design Programme.

This project was initiated because the level of consumption has increased rapidly in the last century with enormous negative consequences for how we use our planet's resources. The economical system forces and encourages us to consume more and more. This is not ecologically, economically or socially sustainable. People in rich countries with high material standards are less happy even though they can buy everything they need or wish. The consumption culture creates a need for a calmer, more meaningful everyday life.

The goal of this project was to create a vision of a sustainable lifestyle; another way to relate to consumption with more room for immaterial and emotional values; a reflection over the role of industrial design in relation to consumption and for creating a sustainable basis for the design process.

My aim was also to find a personal way to relate to these matters and create a foundation for my future work as an industrial designer.



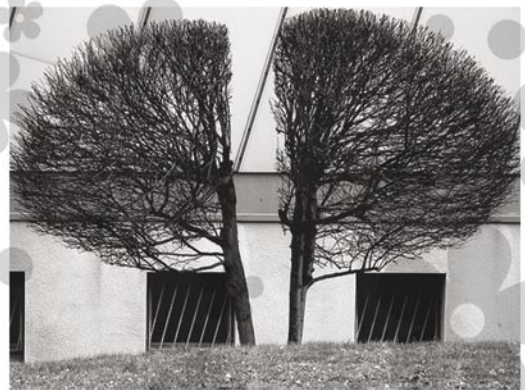
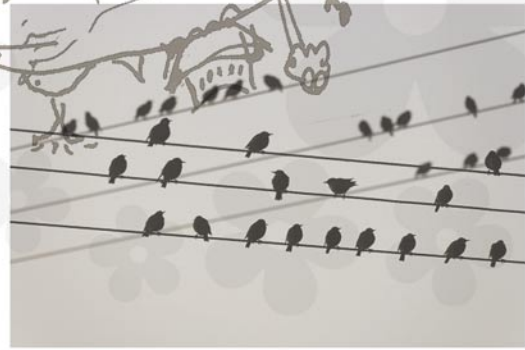
The **result** is divided in three parts:

1. The Concept of Sharing - a holistic approach to sharing.
2. The Modern Collective - an application of sharing.
3. Design for Sharing - concrete guidelines for sustainable consumption.

### **1. The Concept of Sharing**

A holistic approach to sharing that symbolises a humanistic and generous view of our fellow humans and society. To survive we have to learn to share things with others from sharing books and meals to all the resources of our globe. By sharing, individual consumption decreases and we do not need to sacrifice to be sustainable. The potential of sharing products is much disregarded in marketing and design today. It can be a powerful tool to find a more balanced level of consumption can also creates opportunities for entrepreneurship and new business concepts.







Maj We  
Olga Englund

veckor: 34 - 40 - 46

**Matlag 5**

- Gun Hemström
- Irma Mellblom
- Kerstin Kärnekull
- Monica Boethius
- Peppe Sällström
- Siv Lindh
- Stefan Elgeroos
- Torsten Kindström

veckor: 36 - 42 - 48

**Matlag 6**

- Mette Kjørstad
- Anita Persson
- Bernt Eriksson
- Bosse Johansson
- Eva Brandin
- Gunilla Brodin
- Lilian Bodin-E
- Rut Fröland

veckor: 37 - 43



## 2. The Modern Collective

Collective living has a high potential of sustainability and creates conditions for sharing resources, energy and products. It provides a sense of social belonging which strengthens our identity thus creating good conditions for more sustainable consumption patterns. Modernising and profiling collective houses will increase its attractiveness to a wide group of people.

...character named Lakon... speculate about the title... Ming, his editor says, because... Babcock likes to play games with words, ideas and publishers, and it is impossible to tell which those shuffled cards are typed into a manuscript... So who decides how the cards will

fundamental... started out as a choice between... ing the 'manuscript' and preserving it," points out Literary Saloon (complete-reviews.com/saloon). "All of a sudden he claims parental approval

the 13th... Michelle Pratt is proud to be a part of... online. To connect with...@sharehouse.co.uk/boards

**WELCOME TO TAKE A LOOK!**



**Comfort and togetherness in a community IRL.**

In the collective house ShareHouse you enjoy the combination of both individual and collective living.

**Our profile, Arr & Music**  
A tenent-ownership in this lifestyle living offers an individual apartment and collective spaces with big kitchen, dining room, music studio, painting studio, garden, café, media room and play room.

We share instruments, painting equipment, books and magazines and of course all other equipment necessary for the shared spaces. We also arrange music events and exhibitions in our own gallery.

The monthly cost is about the same as a traditional living, but the advantages with sharing products being economical advantages.

**Apartments available in the collective house**  
**ShareHouse**  
Call us and book a meeting - 042- 28207000

and there may be someone you really feel a bond with. When you have few relatives, and not much connection, you can feel a little adrift... on the railboard

As one of four siblings married to one of five, I would agree that a big family can be very claustrophobic. My extended family is also large as my mother (one of three) had 12 in comas and my father (one of four

and anyone who thinks that makes it less claustrophobic to having a laugh. It just meant even more people wanting to know about your life, dropping in for visits or sulking about not being invited to a wedding. It also meant that wherever you went in the UK, you were connected to drop in on the railboard

siblings and have just two cousins. My partner, on the other hand, is the son of one of nine siblings and has countless cousins, many of whom live locally. He finds his family claustrophobic. I don't find it so to be so at all. In a large, local family does mean plenty of bodies to help out in a crisis. DV, on the railboard

you do have some

...and work... A Start in Life... Westminster Gate, 115 948 4499

...foremost... Justice mas... Blue Room... 12500... uk

...ph O'Conner... talk about their... Centre, King's... 615 £5 / £3. Tel 01224... talks visit

...about her... in... atures, ... 01483

...and view... VC1

...and... 115 948 4499

...uk

### 3. Design for Sharing

I have defined six guiding principles to assist industrial designers in integrating sustainable consumption and sharing into the design process. The principles can be introduced in discussions with clients and be used in the design work.



Principle

## ONE

#### **Encourage responsible business**

Companies have to show responsibility to keep their customers. They can survive and strengthen their brand by considering sustainability and sharing.



## TWO

#### **Encourage sharing**

Create products, services and systems that encourage sharing. Question the traditional approach of buying and private ownership; see the possibilities of collective owning, leasing and lending.



## THREE

#### **Add immaterial values**

Add value in the design by integrating experiences and services over material things. This can result in more optimized products and systems, increased well-being and decreased material flow.



## FOUR

### **Design for timelessness**

Reject the wear and tear society and trends where ethical and sustainable values are set aside for low prices. Add value to a product by integrating long-term thinking and long-lasting design. Encourage systems for rewarding and paying that visualize the real cost over time.



## FIVE

### **Add true cyclic thinking**

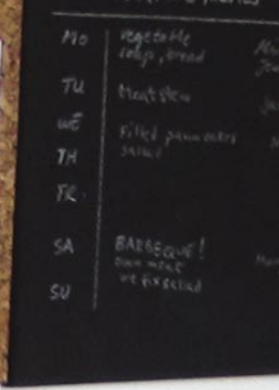
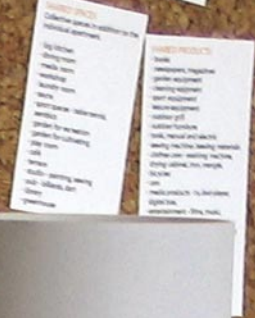
Not only through the traditional approach, but by being truly cyclical with means considering functionality and usage in the second, third and fourth life cycle.



## SIX

### **Add emotional values**

Adding emotional values can make the products more sustainable, long-lasting and good for our wellbeing.





Master Project was **exhibited** at 22 degrees in Malmö, master degree projects in industrial design from LTH, Lund University 2008.

My master project was also mentioned in the trend report **David Report**, issue 10/October 2008, by David Carlsson, Sweden.

## INTERNSHIP

During spring 2007 I had 3,5 month internship at Vitre Industridesign in Lund, Sweden. It is a small design consultancy with commissions in various branches. This was the main reasons why I chose Vitre; I wanted the versatility and the dynamics of a small organisation.

### **Project about use and needs of a modern kitchen**

This was a non-customer related project, where I worked independently. The project was a concept study, including all steps from analysis to creative phase.

### **Participation in the studio's ongoing projects, e.g...**

- ...pre-study, medical technical equipment
- ...pre-study, working environment products.
- ...products for interior design.
- ...various work in different projects.

This means that I was involved in many parts of the design process...

- |                          |                          |
|--------------------------|--------------------------|
| ...design strategies     | ...trend analysis        |
| ...research              | ...generating ideas      |
| ...market analysis       | ...sketching             |
| ...system analysis       | ...illustrations         |
| ...technical analysis    | ...form and colour       |
| ...studies of user needs | ...photo editing         |
| ...inspiration           | ...presentations         |
| ...competitor analysis   | ...meetings with clients |

Due to confidentiality agreements, my work for Vitre cannot be shown in this portfolio.





○ ○ ○ **VITRE** industridesign

## WORKOUTSIDE

A sustainable concept, possible to sustain in a post fossil fuel era.  
A concept for involving visitors in the daily work at an ecological farm.

A way to make the countryside available to city people, an alternative to a indoor gym. Fulfilling our needs for physical training and more outdoor life, with natural, traditional agricultural work. Giving us the mental satisfaction in sowing and harvesting, and the harmony and rhythm from seasonal changes.

Giving society and estate owners a way to preserve and find usage for buildings with cultural historical values.  
The concept is also fulfilling the three sustainability aspects, ecological, economical and social.

*Created in 2006 in cooperation with Högstad & Christinehof Förvaltnings AB.  
Industrial Design Programme, 4th year.*

*Exhibited at Stockholm Furniture Fair 2007.*



# WORKOUTSIDE

Högsta





The concept can be adapted to the specific conditions of any farm, regarding crops, animals, size, lodging and so on.

The target group can be private persons, grown men and women, who want to stay fit and live closer to nature. It can also be companies who offer their employees healthy benefits or groups of people who want to do something special.

You buy a membership, a year card. The members work is done to make the farm work and is organised in different spell of work, like in a gym.

Staff has to be hired for planning, administration and supervising the members.

The members also get ecological food from their own work.

The feeling of these WorkOutSide-farms shall be very allowing and it is important that the members feel comfortable in this environment, even if they are not used to it.

WorkOutSide Högesta		VECKA 30		SÄSONG <input type="checkbox"/> VÅR <input type="checkbox"/> HÖST <input checked="" type="checkbox"/> SOMMAR <input type="checkbox"/> VINTER		PASS					
						TYP DJURPASS	TYP SKÖRD				
TID	MÅNDAG	TISDAG	ONSDAG	TORSDAG	FREDAG	LÖRDAG	SÖNDAG	LEDARE Anne	ANTAL 5	LEDARE Anders	ANTAL 10
6	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	Oskar		1. Sven	2. Ellen
7	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	Olivia		OLOF	Henrik
8	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	Marie		div	
9	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR			Katrin	
10										Per	
11	KÖRS	SKÖRD 1	SKÖRD					TYP KÖRSTRÄDGÅRD			
12								LEDARE Birgitta	ANTAL 3	LEDARE	ANTAL
13								Signe			
14	KÖRS	SKÖRD 2						Emil			
15								BERTIL			
16								TYP		TYP	
17	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	LEDARE	ANTAL	LEDARE	ANTAL
18	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR	DJUR				
19											
20	Hantverk	Beväls									
21											



Working and training like this concept can be a lifestyle and this can generate a lot of different products.

### Planning board

Inspired from cow boards used in stables and planning boards of gyms.

**The spade** with WorkOutSide logotype is a symbol for the physical, manual work and has a close connection to the soil and the process of cultivating food.

These **caps** are inspired from the traditional “lantmännenkeps” which have been used by farmers during decades.

To make the caps more modern and contemporary I chose other materials and colours. The dark cap is made of wool and the light one is made of linen. These natural materials express the genuine and natural feeling of the concept.

The **drinking bottle** in glass express the genuinity and long term values of the concept.





WORKOUTSIDE  
PRO

## LECTURE

The autumns 2008 and 2009, I has been guest lecturer at Ingvar Kamprad Design Centre, in a course called “**Architecture and Design for a sustainable society**” managed by Elisabeth Dalholm Hornyanszky at Department of Design Sciences, LTH/Lund University.

I lectured on my Master Project “Love, Peace & Sharing -Industrial Design and Sustainable Consumption” and a sustainable design project “WorkOutSide”.

I also was asked by Professor Claus-Christian Eckhardt to be guest tutor in a **Design Methodology** course at the Industrial Design Programme, but unfortunately I had to thank no because of my present employment and the short notice.



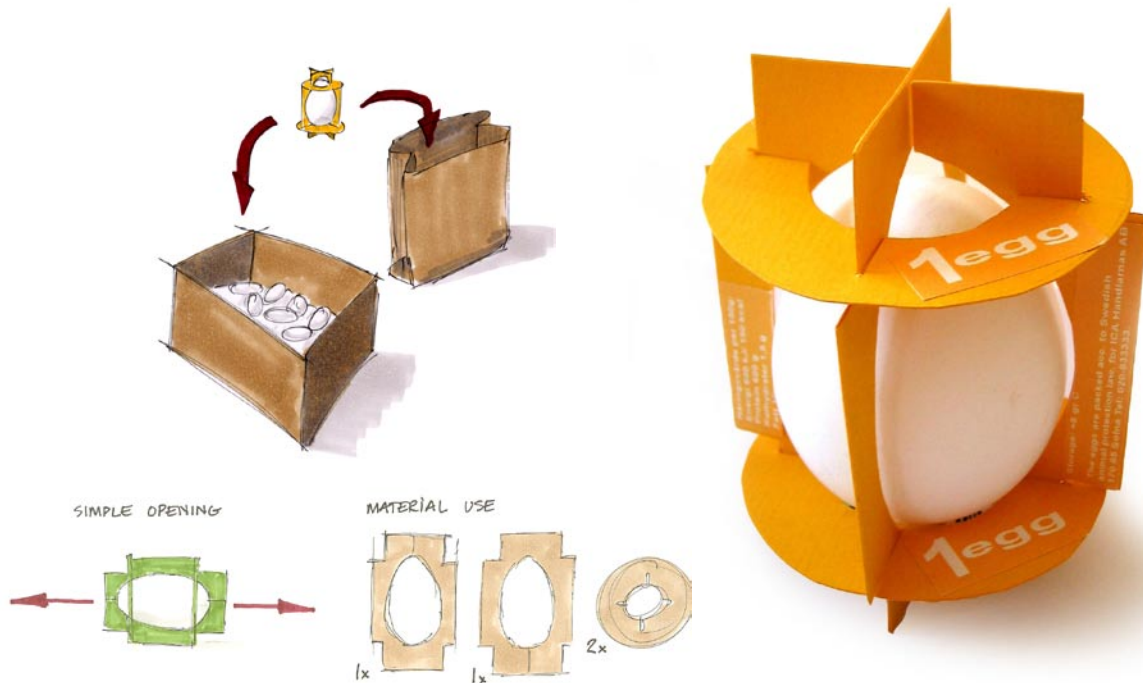
LUND UNIVERSITY



## PACK AN EGG

Cardboard package for selling eggs one by one. The package protects the egg while handling and transporting in box or bag.

*Created in 2004, during a three day workshop.  
Industrial Design Programme, 2nd year.*





## SCORE - Puma brand extension

A brand extension project, designing an electronic product that expresses the values of the Puma brand.

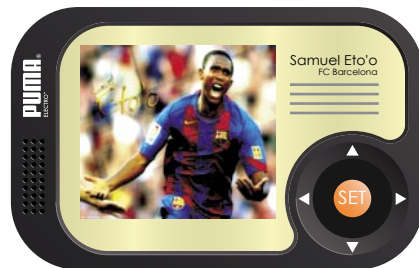
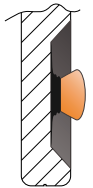
**Score** is a product for young competitive sport enthusiasts, helping those counting scores, keeping time and are supporting their biggest passion - sports.

*Created in 2006, during a two week workshop.  
Industrial Design Programme, 3rd year.*





- Score counting
- Time countdown
- Sound signal
- Cable outlet for connecting to computer
- Download idol images
- Results on web community



3 different ways to wear it...

## Team Captains band



## Referee Wrist Band



# Coach Necklace



## EMPLOYMENT - Nederman

### About

AB Ph. Nederman & Co is a global company, developing, manufacturing and selling working environment products and systems. Nederman is a world leader in dust and smoke extraction, exhaust fume extraction, hose and cable reels and industrial cleaning, and the best-known brand in the industry on a global basis.

### Employment since 1996

1996 - 1997	Design engineer, mechanical.
1997 - 1998	Product developer, project manager.
1998 - 2003	Manager of Product Development Department. Project manager.
2003 - 2007	Development of concepts, products and processes. (part time because of industrial design studies)
2008 - present	Industrial designer at R&D-department.

### Originator of design rights

*Fan and bracket (1998)* - Ergonomic bracket for carrying a fan. At that time a totally new approach on the market.

*Extraction hood (2001)* - A new top of the range product, with a new type of extraction hood, with better ergonomic and capturing properties than other hoods at the market. Developed together with Åke Karlsson, Designer SID.



**Nederman**



## INHOUSE DESIGNER - Nederman

### **Design Management**

Together with R&D-managers, I have worked with improving the product development process. This work has resulted in a revised development process, which is to be implemented during early 2009. The biggest change is to focus on the early stages of the process and to use industrial design as a strategic tool.

To further improve and clarify the design work, I have developed a draft of “Nederman Design Policy & Guidelines”.

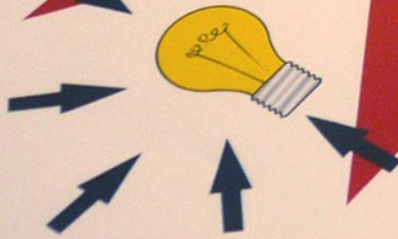
### **Concept design**

I work with diverse concept design projects from smaller product extensions to big long-term, strategic product range developments. These projects contain all parts of the design process and my role is industrial designer as well as project manager. Because of confidential reasons this work can not be shown yet.

In parallel with the analytic and creative work, my task is also to develop and document the work process for the concept design phase. This shall be used in a planned “Project Manager Manual”.

# Förslag

## Product Development Process



### RESEARCH

Konceptstudie

Analysfas

Kreativ fas

Definiera koncept

Förstudie

Förma råida koncept  
Prototyp



- Konceptstudie
- Idén bearbetas och input kompletteras
  - Analyser för att beskriva och skapa idéerna
  - Den kreativa fasen identifierar och visualiserar flera olika möjliga konceptuella lösningar
  - Beslut tas om och vilken typ av lösningar som ska utvecklas vidare i nästa fas.

Idé - input till konceptstudie  
Marknad samlar in data från de olika  
källorna och tolkar detta.  
De identifierar och beskriver visioner,  
tendenser och affärsmöjligheter.

Start konceptstudie

krävs:

### DEVELOPMENT

Prototyp



Nederman

### **Exhaust extraction**

During my internship at Vitre Industridesign, we were commissioned by Nederman to develop concepts for touch less and integrated exhaust extraction, aimed for the service shops of prestige car brands. This resulted in three concepts of which two were selected by Nederman for further development.

Below: Final product, exhaust nozzle.

Right: Market campaign, touchless exhaust extraction

*Launched during 2009.*

*Initial design concept created together with Vitre Industridesign in 2007.*



**NEW!**

Nederman Newsletter • Nr. 2/2009

## New exhaust system introduced

The univer  
for all typ  
**Ned**

## Nederman Touchless

### New, unique system for exhaust extraction for any type of cars

Nederman Touchless is a newly developed system, which can be applied to the exhaust pipe of any type of vehicle. Scraping is universal for all types of vehicles. They are also becoming more frequent. For vehicle repair centers and car inspection centers, the extraction of exhaust fumes can be a source of utmost importance to ensure a clean working environment. Nederman Touchless is a universal system for exhaust extraction for any type of cars.

### **Future forecasting and scenario analysis**

During 2009 I worked with future forecasting and scenario analysis. This resulted in the report “Future study - Vehicles, lifestyle, environment... and exhausts?” intended as strategic road map for the Nederman exhaust extraction business. The aim was also to create awareness and knowledge within the subject, and to help the organisation handle future changes.

*Created during 2009.*

Nederman

Omvärlds- och framtidsstudie  
**Fordon, livsstil, miljö...  
och avgaser?**

Marie Nilsson 2009-07-17



Konceptstudie **EASY RIDER**

### **Interior design**

During summer 2007, I was asked to develop an office landscape concept, aimed to...

- ...modernise the offices
- ...better communicate the values of the Nederman brand
- ...create a good working environment
- ...be more representative for visitors.

The concept included lay-out, interior design, colours, materials, textiles, furniture, plants etc.

The concept was realized at one department during 2008 and is planned to be done at other parts of the offices step by step. I am continuously working with lay-out proposals and aesthetical matters regarding interior design.





## CANDLE HOLDER

A candle holder adapted to the range of Muji. Made of painted steel wire. Model in stainless steel and suction cup for bathrooms. Thicker wire carrying and thinner wire supporting candle cup.

*Created in 2004 in cooperation with Muji.  
Industrial Design Programme, 1st year.*

*Exhibited at Designmarknad, Kristianstad 2005.*







## HANGING GARDEN

On the theme “**catering**” I created this hanging garden, where restaurants can grow vegetables to be used in their cooking.

The hanging garden covers a wall in the restaurant and becomes an eye-catcher, which creates a unique catering environment. The cultivating principle is hydroponics and this makes it possible to grow vegetables in a restaurant in a hygienic way.

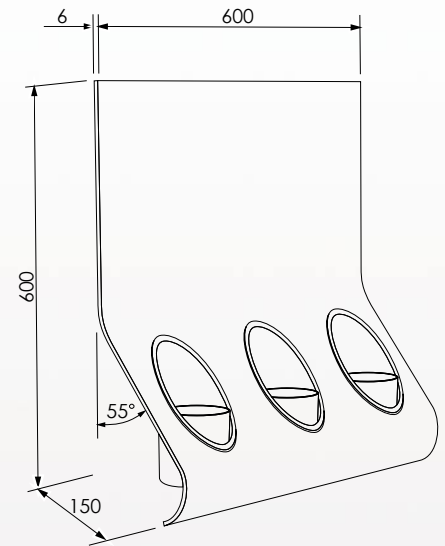
The hanging garden contributes to a greener and more harmonic urban environment. It fulfills our need of feeling closer to nature and to know where the food is coming from.

The hanging garden is built up by modules. It can be used as a single module as well as built together on a wall. This makes it possible to adapt the concept to any need or wish.

*Created in 2007.*

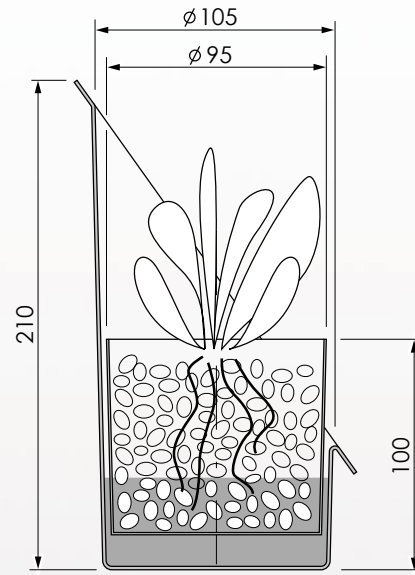
*Swedish top three in LG High-Macs Young Talent competition.*

**2008 European Design Contest**  
LG **HI-MACS**  
Natural Acrylic Stone™



### **The module**

The hanging garden is built up by modules. It can be used as a single module as well as built together on a wall. This makes it possible to adapt the concept to any need or wish.



### **The pot**

The plant carrying part consists of two pots, one outer and one inner pot, with integrated water level indicator.

This separate pot creates possibilities to customize and renew the hanging garden. The pot is injection moulded and can be varied in different colours.

## BREAKFAST - Packaging design

This is a breakfast concept for people “**on-the-go**”, who seldom has time to eat a proper breakfast, but wants to be healthy and stay fit. It is not a big meal; it is a **quick-fix**, and the range is complete with all types of breakfast food, so it is a very good alternative.

The breakfast concept offers the consumer breakfast food in **bits and mono-dose**, so it is easy to eat **anywhere** and **anytime**. There is no risk of spilling and the consumer does not get any sticky fingers.

This breakfast can be bought anywhere, and it should be possible to buy single sheets or buy a ready-packed bag or maybe even configure your own breakfast bag.

The packages are easy to understand, and feels safe and comfortable to use. They are recyclable and it fulfils all production demands, it is cheap, safe, hygienic and adapted to production in big quantities.

*Created in 2004 in cooperation with Tetra Pak.  
Industrial Design Programme, 2nd year.*

*Exhibited at  
Inställning, Skissernas Museum, Lund 2005  
Designmarknad, Kristianstad 2005*





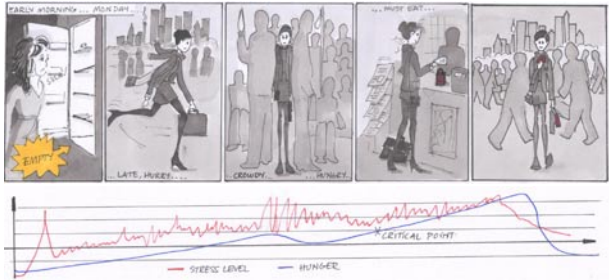
Computer rendering.



Full scale models of primary and secondary package.



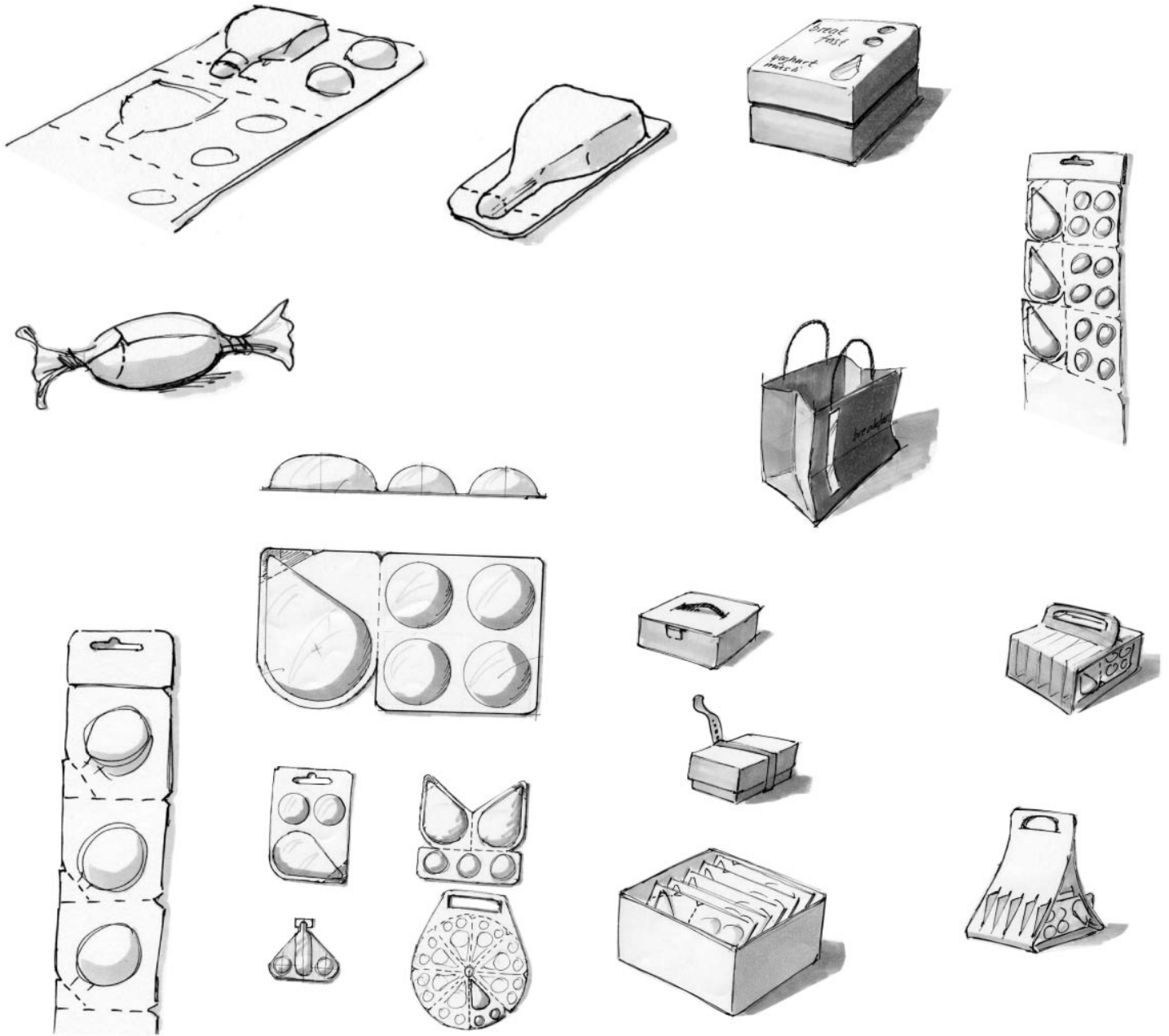
## User and usage



## Shop display



Sketch process



## GRAPHIC DESIGN

In spring 2008 I was asked to design a logotype and business cards for a new company called Artpeak. Their business idea is to import art to Sweden.

My commission included...

- ... Analysis of the company's core values and the competitor logotypes.
- ... Creative work to generate ideas, form, colours and expression.
- ... Developing variations.
- ... Realisation and documentation.





Värmbadhuset o. Lotsutiken med badnymfer i Törekov  
 Hej Marie,  
 Tack för ett utmärkt  
 jobb!  
 Ha en trevlig sommar  
 :) Lena

Akarell av Siv Thuné-Johannesson Tryck 1994



Marie  
 Per Es  
 252 60

**Artpeak AB**  
 Box 115  
 Liffarinv. 17  
 SE-260 93 Törekov, Sweden  
 Tfn +46 703 88 88 83

Lena Brandt Persson

lena@artpeak.se  
 Mobile +46 709 62 02 62  
 www.artpeak.se

## NOTE LIGHT

On the theme “bright spot” I wanted to make a product that reminds us and draw our attention to something important, funny or beloved...

NoteLight is a shining marker which can be fastened on a note board, fridge or elsewhere. NoteLight has an upper part made of soft, semitransparent silicon. The light from the LED inside diffuses through the upper part and spreads a soft light.

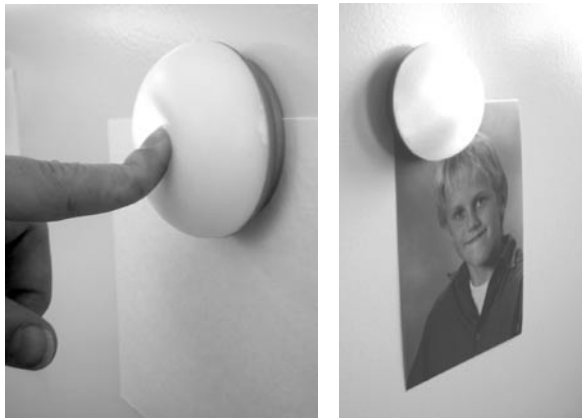
*Created in 2004.*

*Industrial Design Programme, 2nd year.*

*Exhibited at*

*Ljuspunkt, Krapperrups Konsthall 2004*

*Designmarknad, Kristianstad 2005*





## JEWELLERY DESIGN

The summer 2007 I was asked by a private person to design a piece of jewellery out of two inherited golden wedding rings.

The result is a necklace with romantic and contemporary expression, and with clear connection to the engraved original rings.

The necklace was manufactured in cooperation with goldsmith Leif-Åke Andersson, Smycka, Klippan.







## FREELANCE DESIGNER - IKEA IT

I had commissions as freelance designer for IKEA IT office in Helsingborg, Sweden 2005-2007.

### **Interior Design**

My task was to develop a concept for modernisation and renovation of all 90 conference rooms at their office. I developed the working method as well as the interior design and this was implemented during 2006.

I also made suggestions for improving the office landscape and to find use for “dead areas”.

### **Graphic Design**

I designed systems and signs for guiding employees and visitors in the different office blocks. Implemented 2005-2006.

I also made door signs, group signs and posters.

### **Communication**

I made a film/picture show, to communicate the internal policy for cooperation and behaviour in the office landscape. Aimed for internal use at their intranet.

The IKEA logo is displayed in a bold, black, sans-serif font. The letters are thick and blocky, with a registered trademark symbol (®) to the upper right of the letter 'A'.



## SOUL - Protection kit

I wanted to develop a personal mental protection kit to be used in crowded environments when the user needs privacy, harmony, focus and to rest from the visual and audial overflow. The protection reduces the overflow of impressions and gives a screen off feeling.

*Created in 2005.*

*Industrial Design Programme, 3rd year.*





The mental protection is a combination between a physical and mental shield.

Step 1

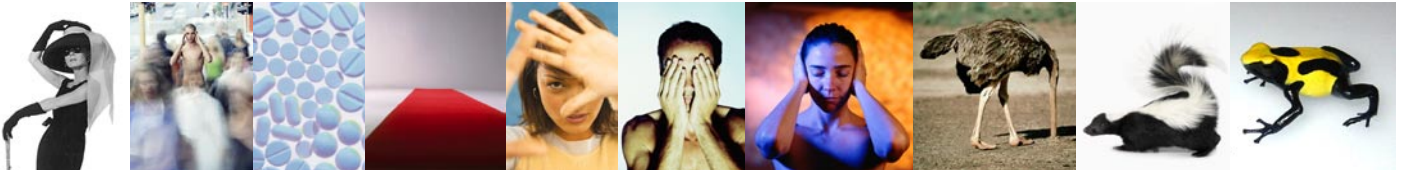
**Education** - learning to find the mental state where you become calm, focused and relaxed, noticing the surroundings without being disturbed.

Step 2

**Products** - a protection kit which gives a physical shield and a feeling of having a bit privacy and also helping to remain the wished mental state.

The kit consists of eye wear, hood and noise reducing ear jewellery.





## CONE - a versatile outdoor furniture

Cone is an outdoor furniture casted in concrete, which can be used as a table, stool or pot.

The cone is turned and fastened into the ground with the integrated metal screw.

*Created with Liv Andersson in 2005.*

*Industrial Design Programme, 2nd year.*

*Exhibited at Designmarknad, Kristianstad 2005.*



### **Table**

A table board made of concrete is fastened with a stainless steel axle.



### **Stool**

The cone becomes a seat by putting a cushion in foamed rubber on it.



### **Pot**

Plants can be placed in the cone. A drainpipe draws off accumulated water.





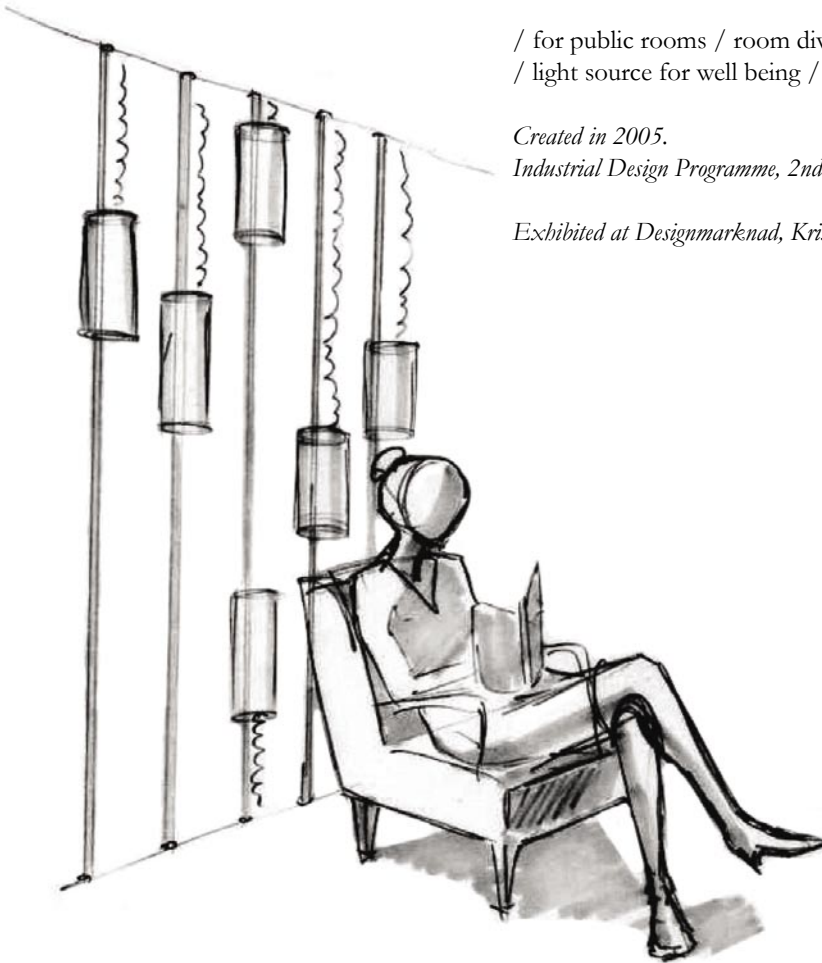
## LIGHTING ARMATURE

/ for public rooms / room divider / informal /  
/ light source for well being / vertically adjustable /

*Created in 2005.*

*Industrial Design Programme, 2nd year.*

*Exhibited at Designmarknad, Kristianstad 2005.*





# it's all in your head

A project about human behaviour and ways of thinking. It's time to pay attention to those odd behaviours and feelings that are part of our daily lives.

Superstition - walking under a ladder means bad luck...

Embarrassment - the awkward silence in the middle of a conversation...

Silliness - checking that you locked the door ten times after leaving...

Phobia - the fear of being watched without knowing...

How can these states of mind trigger and translate into design?

*"It's all in your head" is an exhibition based on a workshop outside the compulsory curriculum, executed by students from the Industrial Design Programme at Lund University.*

*Exhibited at the Salone Del Mobile / Milan Furniture Fair  
Designersblock in Milan 5-10 April 2006*



**KNOCKON WOOD**

*Superstitious collection*

since 2006

W:30

L:32

### **Knock on wood jeans**

This product is inspired of the superstitious behaviour that make us “knock on wood” to assure continued good luck or to ward off bad luck. The jeans are decorated with wooden details to guarantee access of real wood to knock on, when needed.

The wooden details are made of ash and are carefully manufactured to set off its natural beauty and the wooden feeling. The form is simple and clean to emphasize the wood and its main purpose, knocking.

Golden thread is fastening the wooden parts and together with the dark blue jeans fabric and the tasteful, simple model of the jeans, the overall impression of this product is exclusivity and desirability.

### **Drop Luck**

Bird droppings landing in inappropriate places are normally considered annoying, however there is a saying that bird droppings means good luck. Consider how low the odds are that a bird chooses you for a target, and how strange it is that you're the one. Then think about the way people make an effort to stand out from the crowd. They wear things to look interesting and beautiful. Some people can wear anything, and make it look like an object of desire.

Think of bird droppings as drops of luck, and wear it with pride like a unique accessory, like this hair clip made out of silicone. It's all in your head.

Drop Luck created with Maria Jönsson.  
Logotype by Anthonia Pehrsson.  
Photo by Alec Wong.



## POWER TOOLS

The first challenge with this project was to define my own brief..

### **Background**

There are many types of power tools with different functions on the market, but today's range are mainly adapted for professional users and "wanna-be's". The products are often big, heavy and masculine, and are sold in specialised stores or in big construction stores.

### **Idea**

My idea was to develop a power tool concept that are adapted for home use and fulfil the everyday needs in a home, regarding function, ergonomics, storage and power supply. The products shall attract and suit new target groups and be easy to understand and use.

The concept shall also be sold in another environment than the traditional. It shall extend an existing big brand and communicate the values of that brand.

### **Brief**

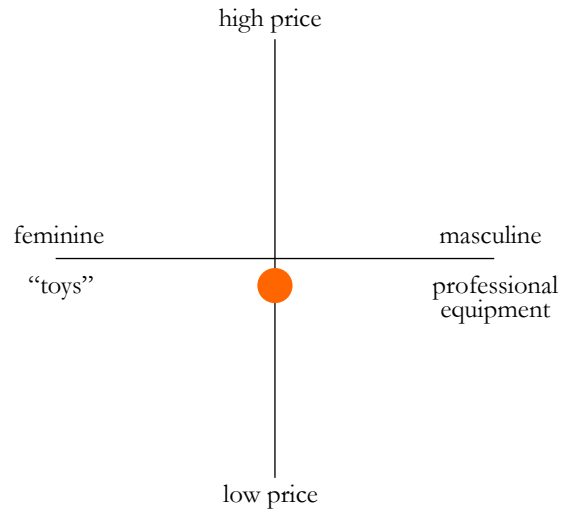
Develop a power tool concept for home use, adapted for the most common usage scenarios in a home. The products shall fit into and extend the IKEA® brand.

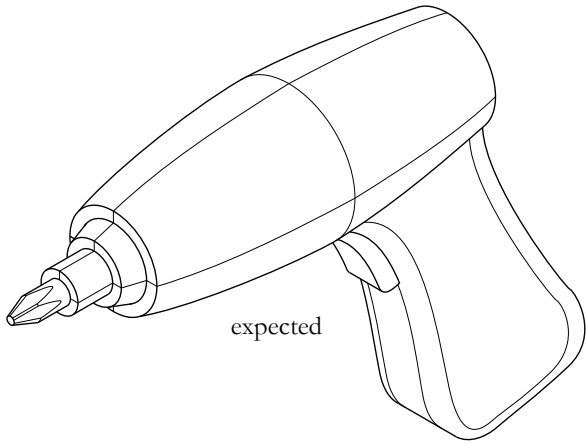
*Created in 2007.*

*Industrial Design Programme, 5th year.*

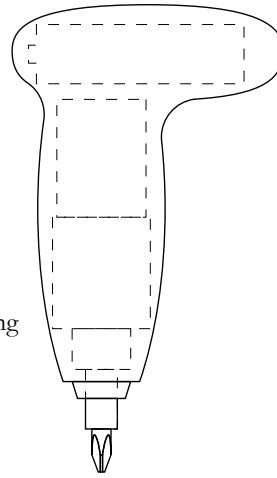


Target group: The “happy amateur”

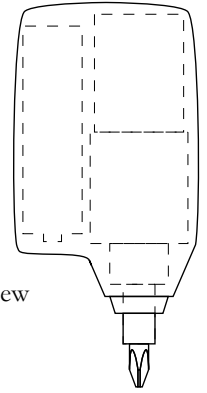




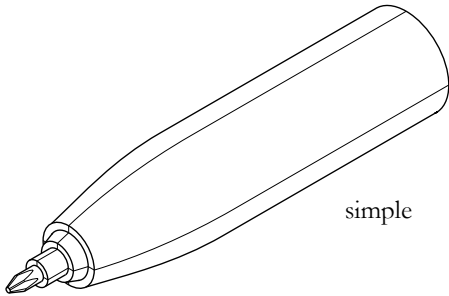
expected



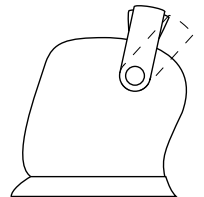
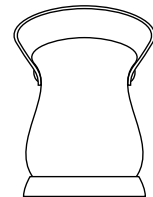
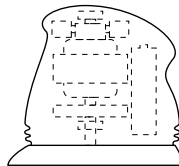
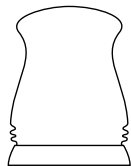
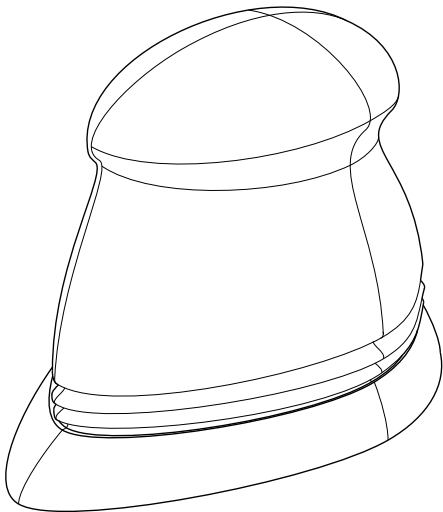
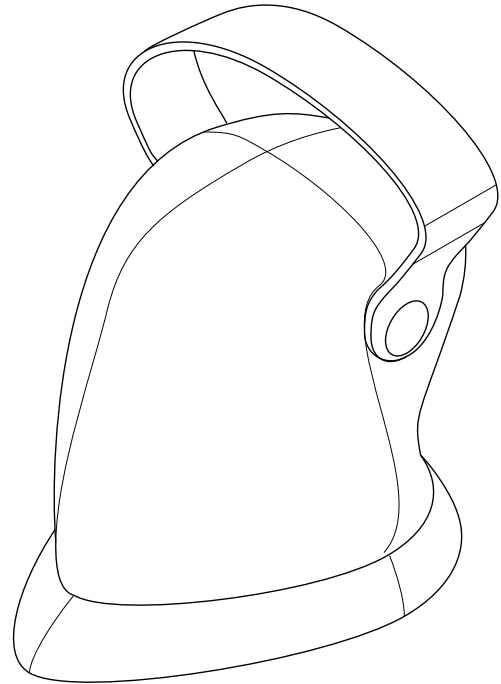
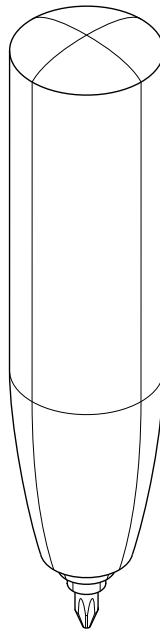
surprising



new



simple





## Inspirational styles

### Scandinavian



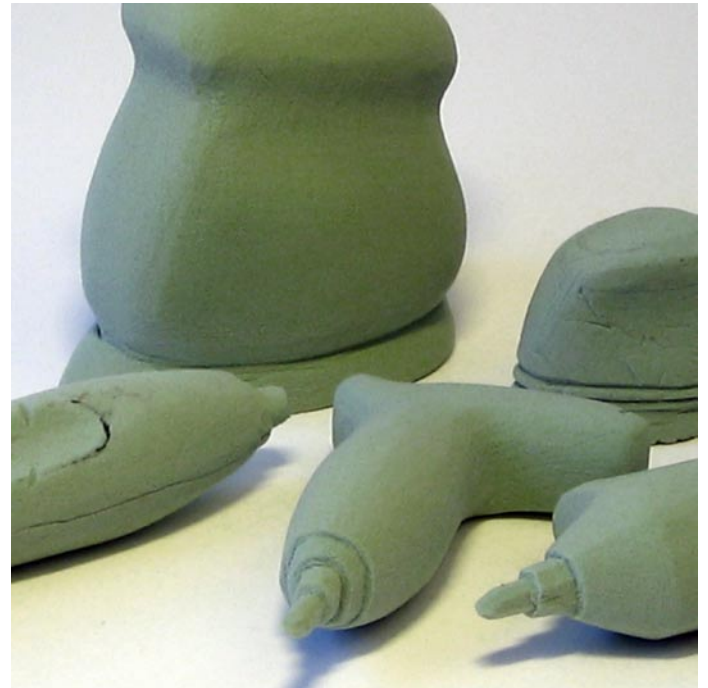
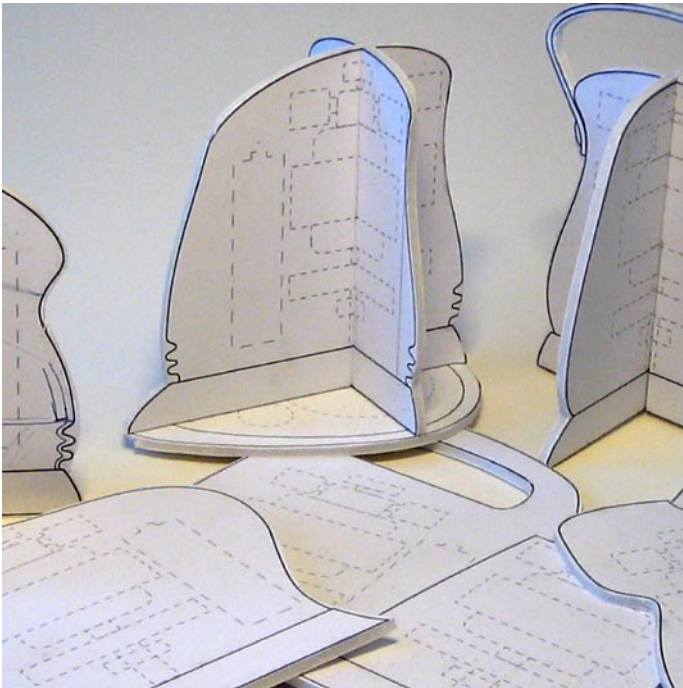
### Modern



### Stylish



## Sketch models



### Result - a complete solution

The outcome of this project is a complete tool solution for the most common needs in a home. It is adapted to the target group “the happy amateur” and fits in well in their home environment.

The intention with the over all design for the products in the kit, is to make them simple, gender neutral and with shapes and materials that feels friendly and natural in a home.

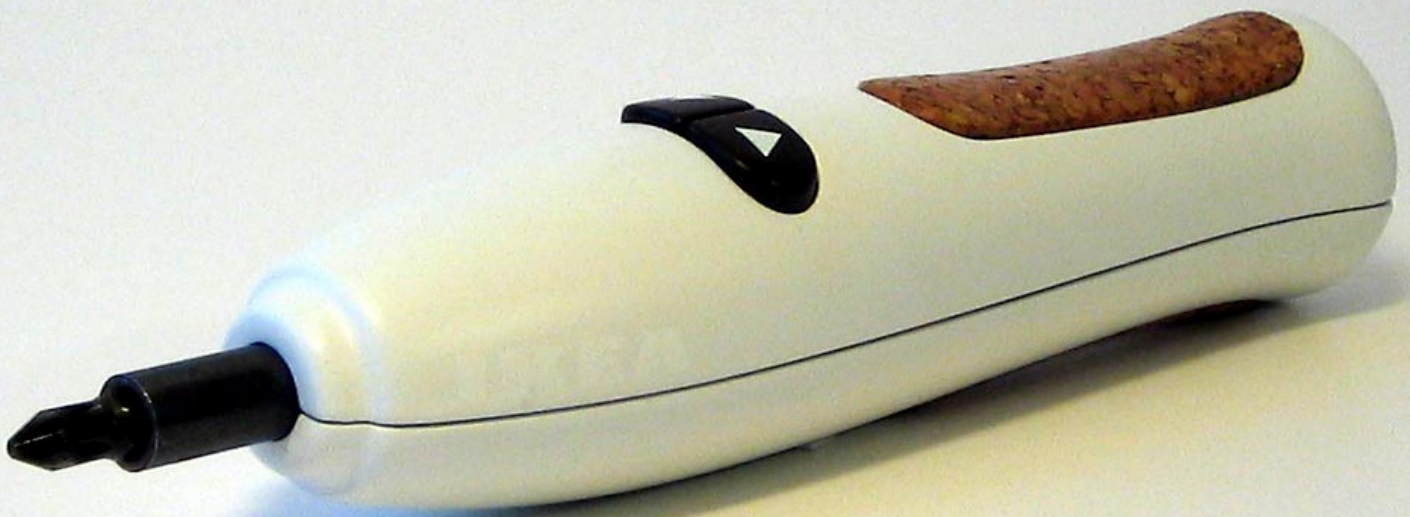
The kit consists of two *power tools*, screwdriver/drill and sander. The other needed tools are *hand tools* designed and packed in the same style.

The *power supply* is solved in a sustainable way by using solar cells. The *packaging* can be put in a book shelf and therefore suits in a home environment.



### **Screwdriver / drill**

The final design of the screwdriver/drill is very simple with its straight appearance. The sweeping contours, the colours and materials, make the tool look interesting and friendly. The product is easy to understand and use. The simple graphics and interface, together with the friendly expression, makes the user feel safe and comfortable.



### Sander

The final design of the sander is also made as simple as possible, and has the same style and expression as the screwdriver.





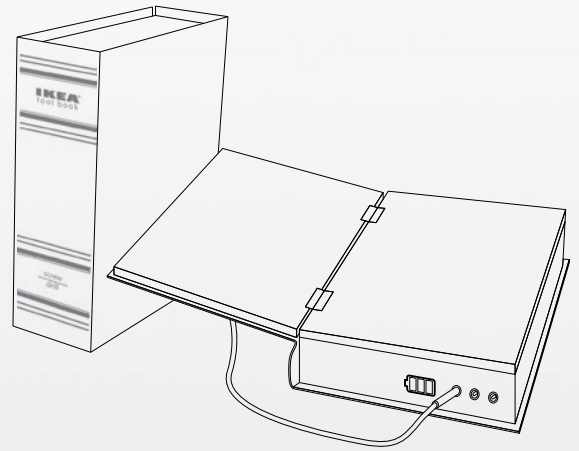
### **Storage**

The packaging of the different tools, solar cells and other relating products are designed also for storage and charging. The packaging can be put in a book shelf and therefore suits in a home environment.

### **Power supply**

The power supply is solved in a sustainable way by using solar cells, specially designed for this application. As back-up power, the electrical network can be used and a transformer is included as accessory.





## MÄTA - textile pattern

This pattern was made during a one week workshop. The task was to design a textile pattern, define the report and screen print on a fabric.

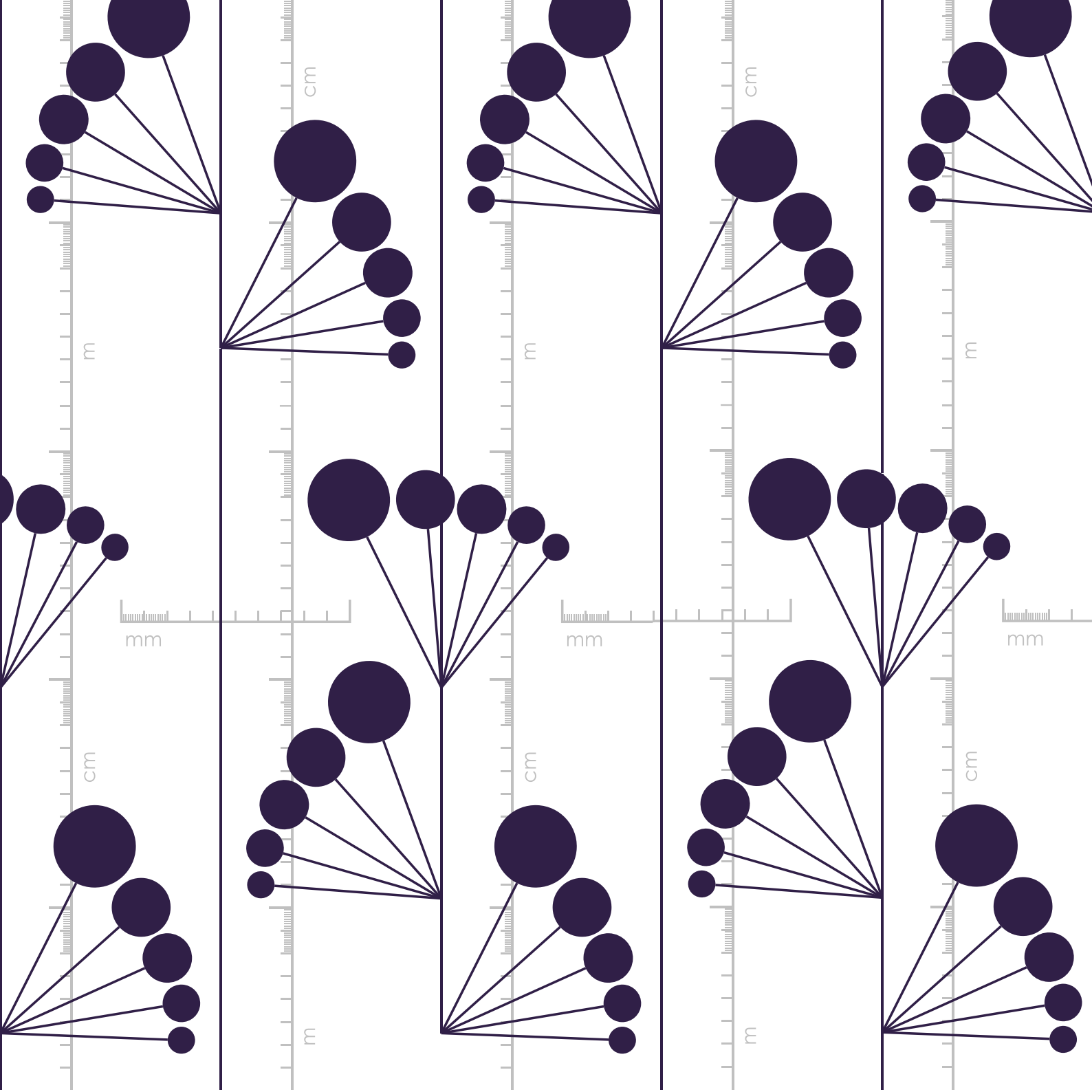
The pattern should be inspired from an ordinary everyday object, randomly chosen. I got a measuring kit...

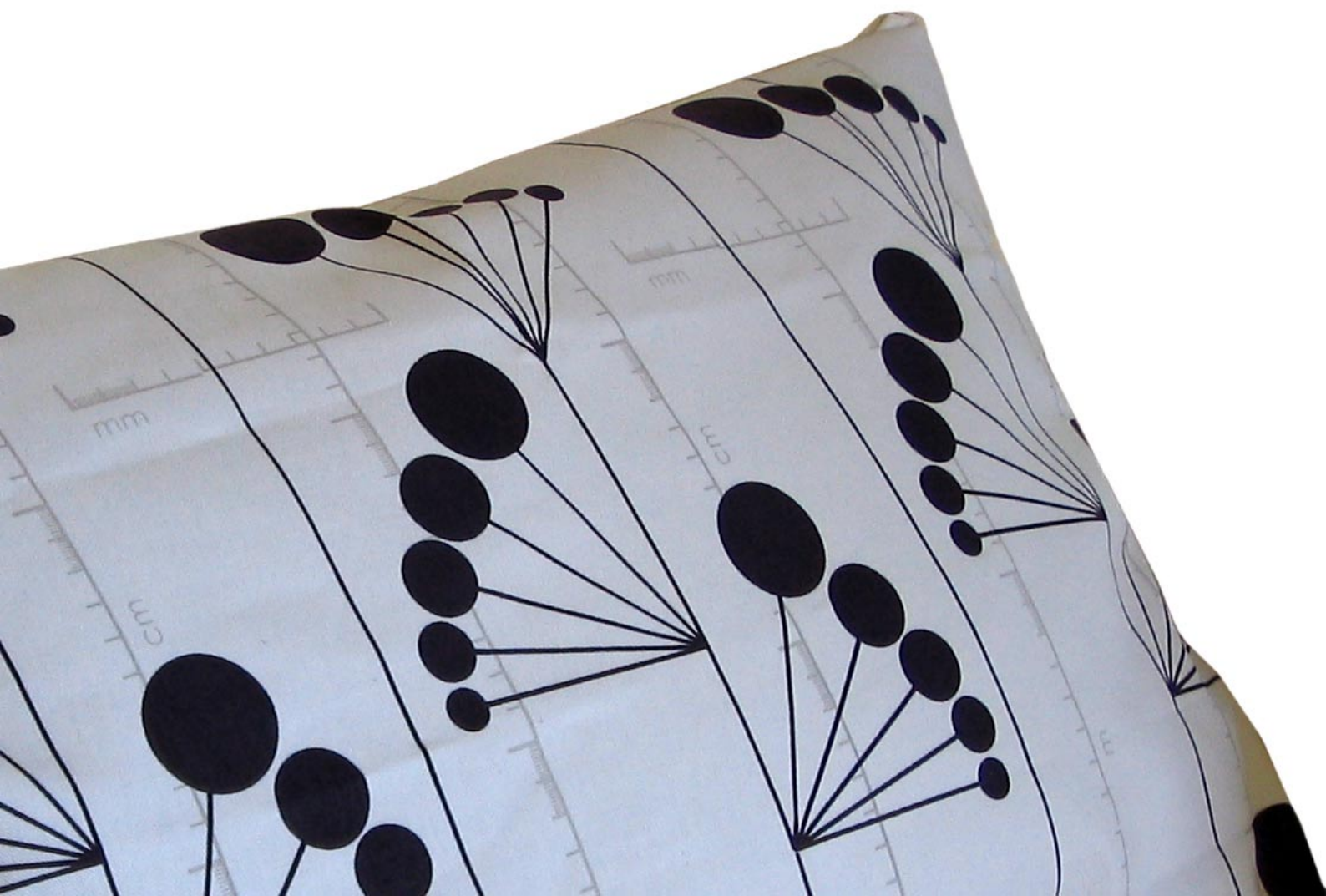
The pattern I created not only tempt us to measure anything and everything, like in our childhood, but also have a function when cutting and purchasing. Intended for curtains, pillows, cushions, sofas and bedclothes.

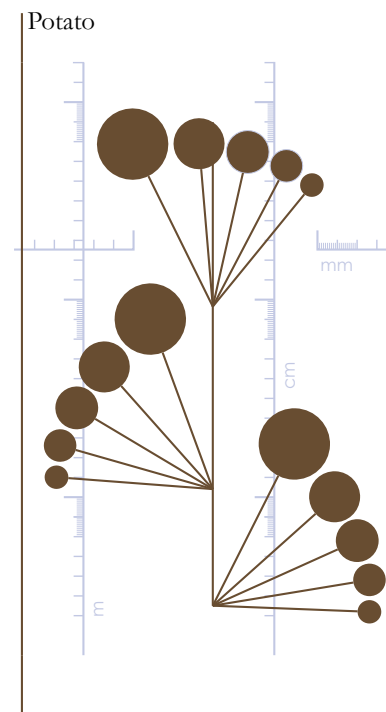
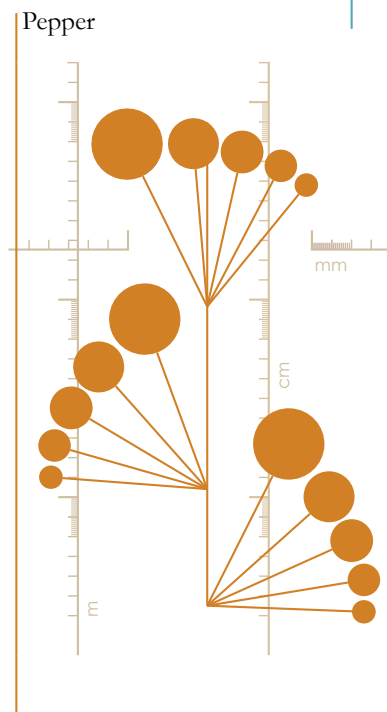
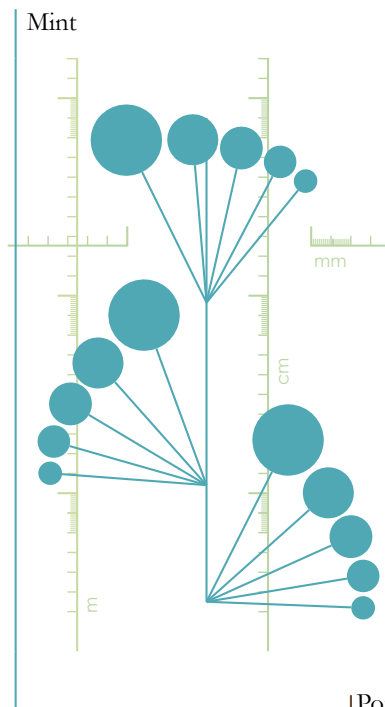
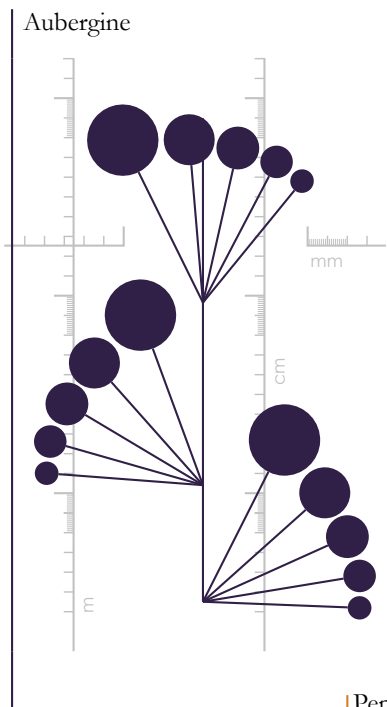
*Created during a one week workshop, in 2005.  
Industrial Design Programme, 3rd year.*











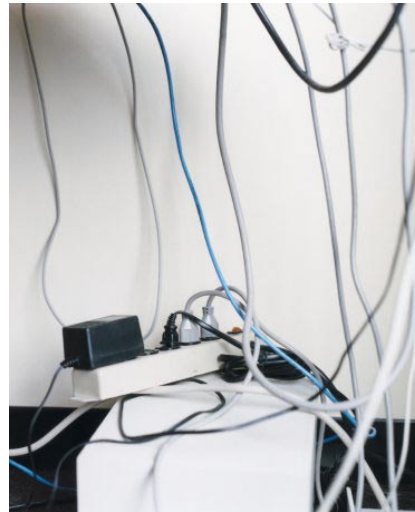
## ELECTRO TAPE - low voltage power supply

This project is about challenging paradigms. Domestic power supply is made in one way and very seldom questioned.

We have more and more electrical equipment, low voltage products, LED-lighting and transformers, all different. This creates opportunities for a more flexible system than today's built in system, which also are safer, smarter and leaner.

*Created in 2006.*

*Industrial Design Programme, 3rd year.*

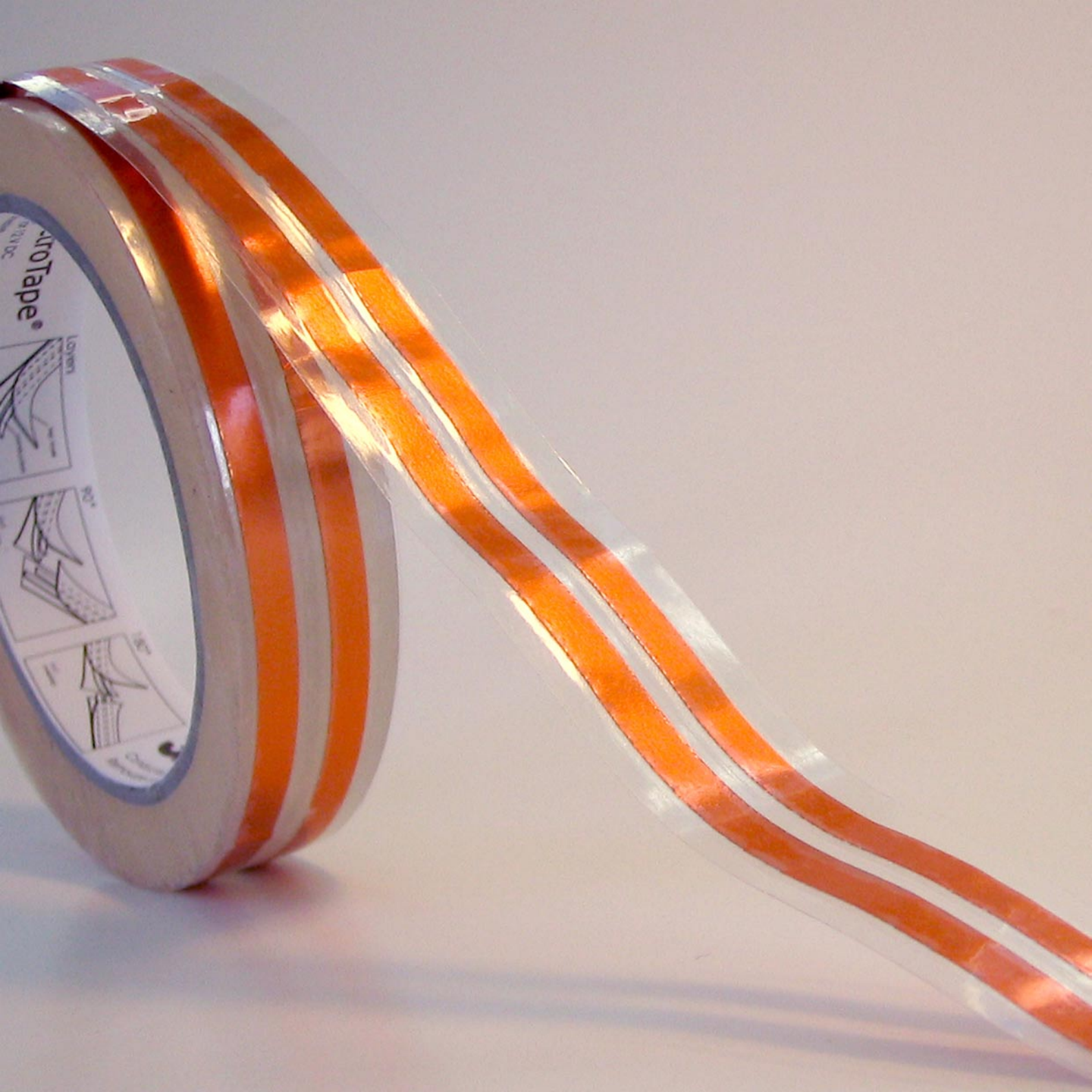


### Inspiration

Many electrical consumer products, like cell phones, computers and television, has developed from big, heavy and boring, towards small, smart and personal products.

I also wanted to investigate in if electricity could be a decorative element in the interior.





MicroTape®



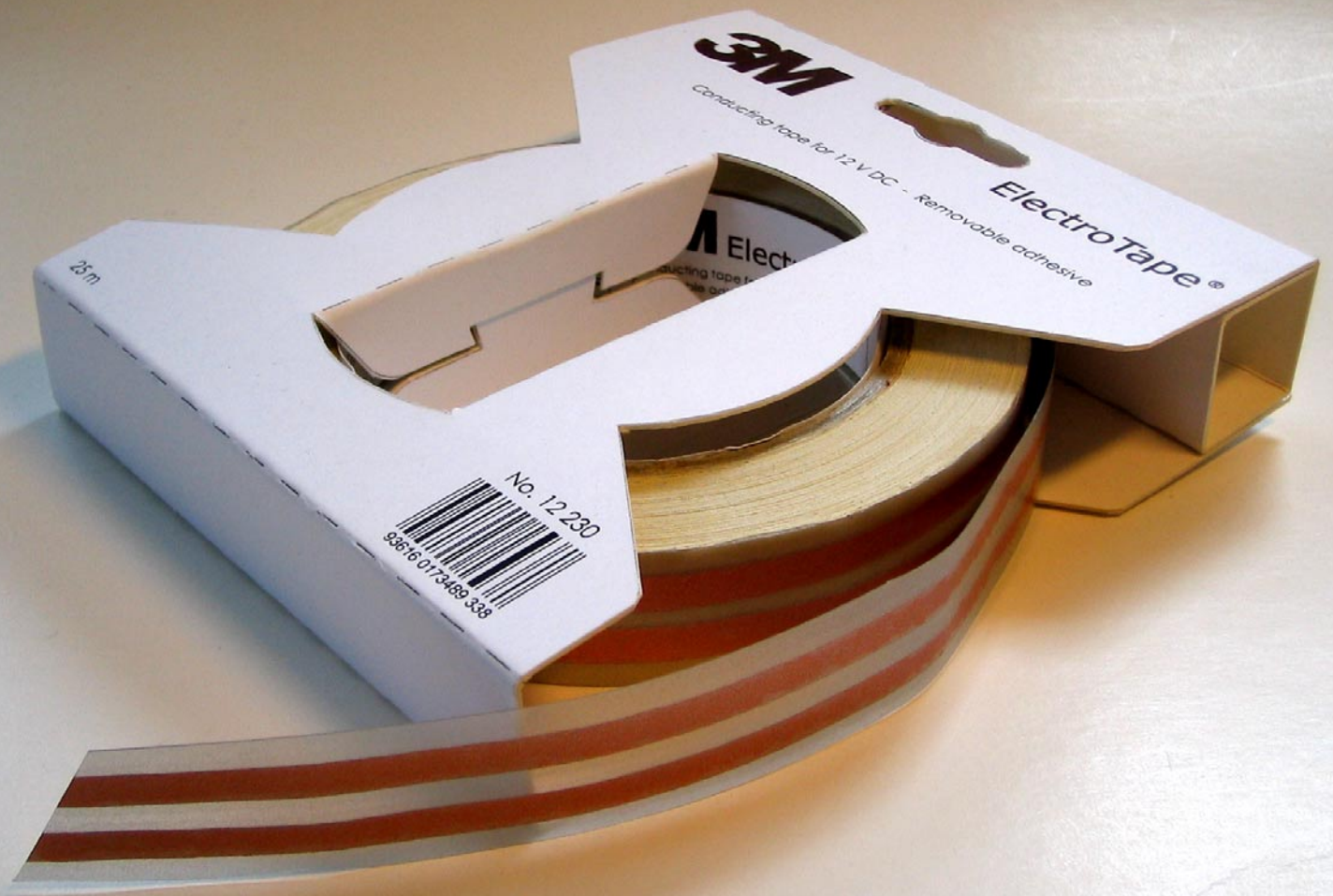
**ElectroTape** is a system for future domestic power supply. It is flexible, safe, sustainable and smart.

The low voltage system has a central transformer and is a buildable system, which can be installed after the building, room and interior are finished.

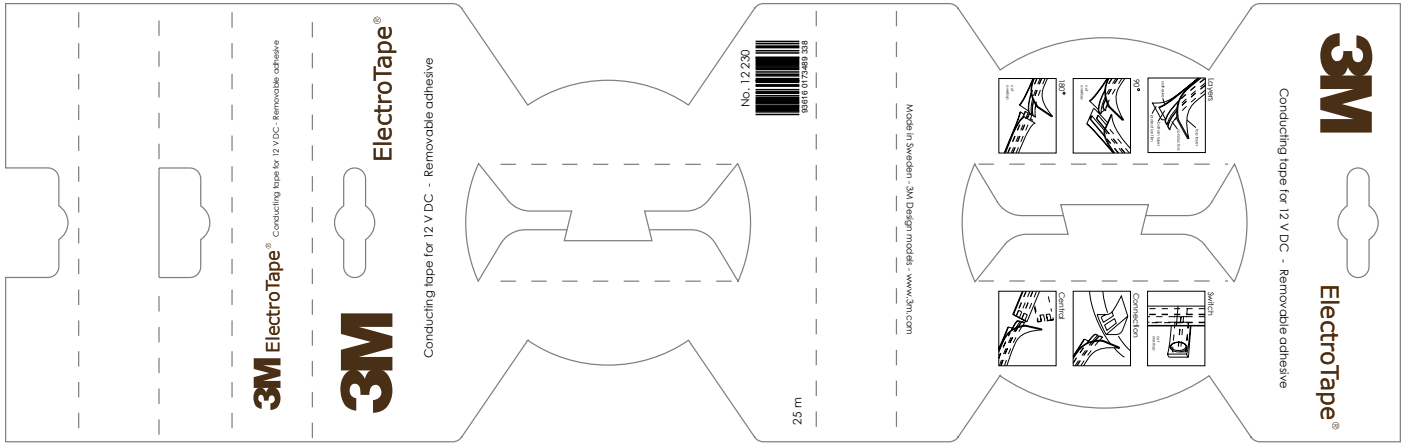
The system contains of tape, switch and a central, based on 12 V DC.

The tape can be very simple, straight and transparent... or an decorative element on the walls.

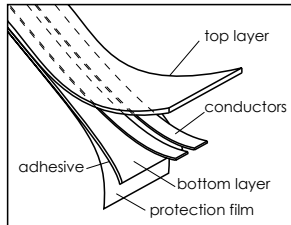




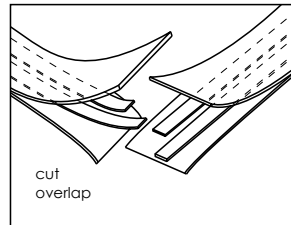




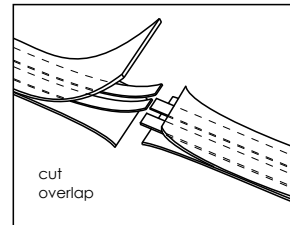
### Layers



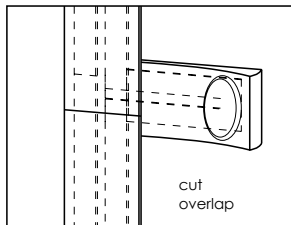
### 90°



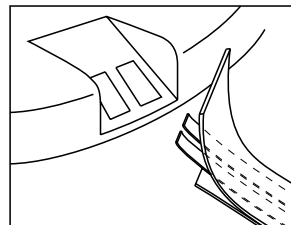
### 180°



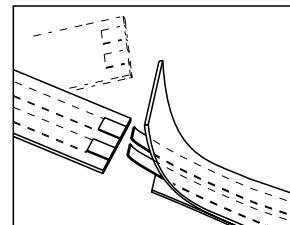
### Switch



### Connection



### Central



## CARRIE - a universal design project

This project was a cooperation with Certec Rehabilitation Technology at the department of Design Sciences, LTH. The task was to develop an aid for people using wheelchair, to carry things with them in their daily life. The principles of universal design should be taken into consideration. A main part of the project was the user and usage understanding, to analyse, create and validate continuously through the project.

The result is a system of bags, adapted to the different needs of storage considering valuables, things easily available and other things.

*Created with Maria Jönsson and Erik Egerup in 2005.  
Industrial Design Programme, 2nd year.*





### **Full scale model**

Properly fastened - good driving properties.

Tensed together - keep content in place, centre of gravity close to back.

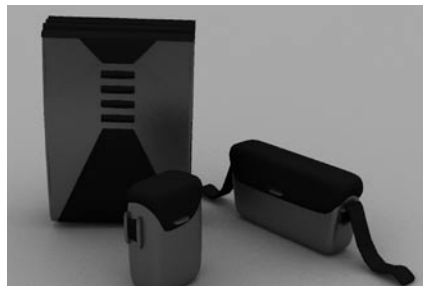
Lid in “wrong direction” - protects from sight, easy access, no need to take bag off.

Place for pens and newspapers on outside - easy available.

Reflex.

Stable shell and light inside divided in smaller boxes - easy to pack and find.

Plastic and rubber - durable and easy to clean.



## CONTACT

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